wisconsin architect sept.70

AMERICAN INSTITUTE
OF
ARCHITECTS
OCT 26 1970
LIBRARY

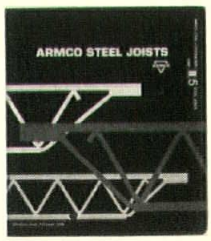
Project: Mayview Office Building, Milwaukee
Architect: Birch Grisa Phillips, Inc., Milwaukee
Contractor: Megal Construction Corporation, Brookfield, Wisconsin
Fabricator: Pewaukee Fabricating, Pewaukee, Wisconsin
Joist Supplier: Riopelle Engineering Sales, Inc., Milwaukee

Nobody has the edge on Riopelle Engineering Sales, Inc., your Armco Joist Supplier in Milwaukee

Mayview Office Building makes no design sacrifices—inside or out—even though cost of construction was a primary consideration. Armco Joists for roof support offered plenty of design freedom without extra cost. Read why:

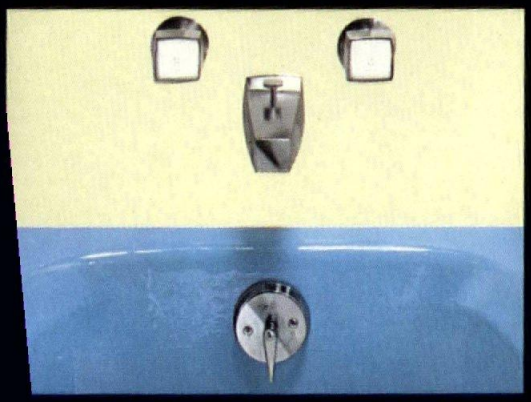
Armco Joists are delivered coated with a superior Red Oxide Primer. Shortspans are bundled top chord up so you can position them faster with fewer man-hours. And each joist is identified with a metal tag that remains readable. Because their production is automated, Armco Joists are competitive in price when compared with substitute roofing and flooring support.

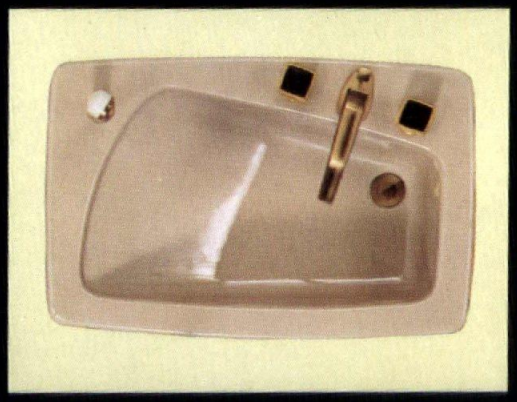
When you think of joists, think of the complete services offered by your Armco manufacturer/supplier team—in this case, Riopelle Engineering Sales, Inc. For additional information and a copy of our new catalog, write to Riopelle Engineering Sales, Inc., 8817 W. Lynx Ave., Milwaukee, Wisconsin 53225, or to Armco Steel Corporation, Dept. K-1700, 7000 Roberts Street, Kansas City, Missouri 64125.

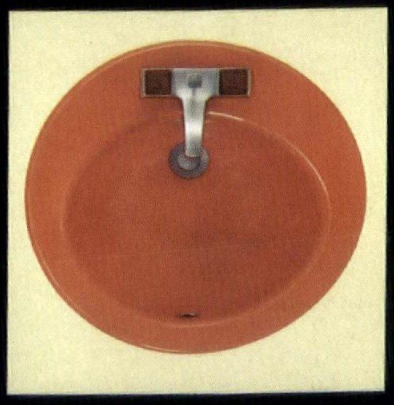


ARMCO STEEL ARMCO

Quick-change artistry.

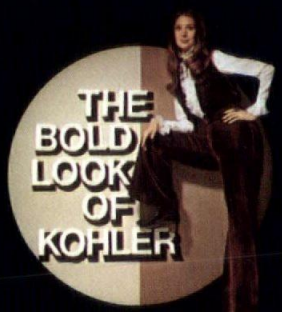




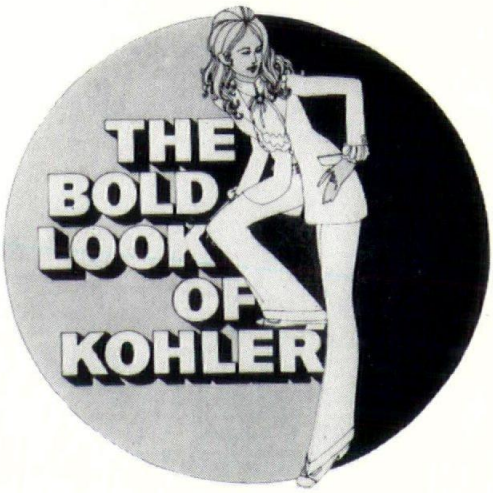


Perform it with Kohler's unique Alterna fittings.
hey let your customer change decor as easily as switching towels.

hler's new Alterna fittings bring ever-changing
uty to the bath or powder room. Beauty
constantly delights your customer.
h gleaming handle has four accent-inserts.
ny, white, plus two mellow wood-grains,
and walnut. Four exciting opportunities
uick-change artistry. (Example: switching
white to ebony gives a strikingly different
.) From subtle elegance to dramatic
ness... in seconds.
na fittings are available for bath and



shower, lavatories, bidets. Four finishes, two in gold electroplate—brushed and polished—and two in chrome—brushed and polished. Main illustration above shows brushed gold fittings with walnut inserts. At left: polished chrome fittings with white inserts. Center: polished gold electroplate fittings with ebony inserts, set against Kohler's newest color, Mexican Sand. Right: brushed chrome fittings with teak inserts. Kohler fixtures, fittings, and colors give you great opportunities to sell artistry in the bath.



KOHLER PLUMBING FIXTURES AND FITTINGS ARE DISTRIBUTED IN WISCONSIN BY

MADISON AND JANESVILLE

Automatic Temperature Supplies, Inc.
523 E. Main St., Madison
Phone: 1-608-257-3755
Hiway 51 South, Janesville
Phone: 1-608-754-8106

GREEN BAY

Murphy Supply Co., Inc.
228 S. Washington St.
Phone: 1-414-432-3378

RACINE

Thomas Supply Co.
1430 Ninth St.
Phone: 1-414-633-8289

OSHKOSH

Lakeland Plumbing Supply, Inc.
1565 Harrison St.
Phone: 1-414-231-3860

SHEBOYGAN

J. J. Koepsell Co.
1010 S. 9th St.
Phone: 1-414-457-3646

MILWAUKEE

Milwaukee Plumbing & Heating Supply Co.
1313 W. St. Paul Ave.
Phone: 1-414-273-3600

Wisconsin Plumbing & Heating Supply Co.
822 S. 2nd St.
Phone: 1-414-645-3214

United Plumbing & Heating Supply Co.
9947 W. Carmen Ave.
Phone: 1-414-464-5100

H. W. Theis Co.
3595 N. 127th St.
Phone: 1-414-781-5260

WISCONSIN RAPIDS

Mid-State Supply, Inc.
71 Love St.
Phone: 1-715-423-6730

THE Belden Brick COMPANY / CANTON, OHIO

range, BELDEN Brick covers the spectrum of color. The largest selection of color in the industry, as well as texture and size, is available from BELDEN. Over 200 variations of brick to enhance your design ingenuity, from sand mold colonial brick through earthy browns to mechanically perfect pearl grays.

Your nearest BELDEN Dealer will gladly show you the facts in the form of samples and our new 4 color brochure, or write us at P. O. Box 910, Canton, Ohio 44701.

belden is...

color

There's an old saying. It goes like this:

A Penny Saved Is a Penny Earned

The idea is a real good one, we agree, but you can do so much better with us

It's simple. Just Specify Prestressed Concrete Products from . . .

J. W. PETERS & SONS, Inc.

Burlington, Wisconsin 53105

414/763-2401, Burlington 414/933-3374, Milwaukee

312/945-6367, Deerfield

wisconsin architect

Volume 41, No. 8 September, 1970

Wisconsin Architect is the official publication of the Wisconsin Chapter of the American Institute of Architects, published by the Wisconsin Architect, Inc.

ELLO BRINK, Executive Editor
David Radbil, Advertising Manager
John Reiss, Art Director

Subscription Rate: $5 per year. Individual copy 50c.

Address all matters pertaining to Editorial or Advertising to
785 North Jefferson Street
Milwaukee, Wisconsin 53202
Phone 272-4668

Wisconsin Architect, Inc.: *Board of Directors:* E. John Knapp, Chairman; Maynard W. Meyer, President; G. A. D. Schuett, Vice-Chairman and Secretary-Treasurer, 7255 West Appleton Ave., *Milwaukee, Wis. 53216;* Harry Bogner, Ronald Hansche, Willis C. Leenhouts.

Editorial Board: Maynard W. Meyer, Gary V. Zimmerman, Richard Diedrich, Thomas Briner, Willis C. Leenhouts.

Wisconsin Chapter American Institute of Architects: *3902 N. Mayfair Road, Milwaukee, Wis. 53222.* Phone 464-4520. Executive Secretary, Mrs. Jane Richards.

Executive Committee: *President,* Sheldon Segel; *Vice-President,* Nathaniel W. Sample; *Secretary-Treasurer,* George A. D. Schuett, 7255 W. Appleton Ave., Milwaukee, Wis. 53216; *ex-officio,* Robert L. Yarbro; John A. Findlay, Madison; E. William Johnson, Milwaukee; Mark A. Pfaller, Milwaukee; Mark T. Purcell, Madison; Wayne Spangler, Rice Lake; Leonard J. Urban, Neenah; Richard P. Blake, Milwaukee; Richard E. Gustafson, Green Bay; James V. Hirsch, Hudson; Walker L. Patton, Madison; Leonard H. Reinke, Oshkosh; Gary V. Zimmerman, Milwaukee.

Southeast Section Officers: *President,* Richard P. Blake; *Vice-President,* Richard J. Diedrich; *Secretary-Treasurer,* Thomas G. Meuer, 12740 Robinhood Street, Brookfield 53005.

Western Section Officers: *President,* Walker L. Patton; *Vice-President,* Richard C. Shutter; *Secretary-Treasurer,* David E. Lawson, 121 S. Pinckney Street, Madison 53703.

Northeast Section Officers: *President,* Richard E. Gustafson; *Vice-President,* Ronald Hansche; *Secretary-Treasurer,* Frank N. Carter, 707 Center Avenue, Sheboygan 53081.

Northern Section Officers: *President,* Wayne E. Spangler; *Vice-President,* James V. Hirsch; *Secretary-Treasurer,* William C. Roberts, 205 Clayton Street, Wausau 54401.

Wisconsin Architects Foundation: *4685 N. Wilshire Road, Milwaukee, Wisconsin 53211.* Telephone 962-5844. Miss Dorothy Schweitzer, Executive Secretary.

Allen J. Strang, *President;* Julius Sandstedt, *Vice President;* Fitzhugh Scott, *Secretary-Treasurer;* Lawrence E. Bray, Charles Haeuser, Clinton Mochon, Douglas Smith, George A. D. Schuett, William P. Wenzler. Advisors: Francis J. Rose, Roger M. Herbst, Frederick J. Schweitzer, Sheldon Segel.

index

6 **National Competition Winners**
Wisconsin Architects Sample, Potter and Purcell win nation-wide architectural competition for the renovation and addition of the Chicago Public Central Library Building.

10 **Orchids and Onion Awards**
Madison's Capital Community Citizens group sponsors a yearly sort of beauty and the beast contest in Dane County's environment. CCC solicited nominations from the public for those things which detract from the environment (onions) and those which preserve and improve it (orchids).

14 **Oshkosh Park Plaza Shopping Center**
Downtown Oshkosh, like downtown everywhere, was slipping until the Miles Kimball Co. came to its rescue by the creation of a shopping center in the town's central business district.

17 **Wisconsin Architects Foundation**
The Executive Secretary reports about gifts to the School of Architecture Library, points out the need for pledges to the fund drive, explains the whys and wherefores of the Trust Fund and presents a student's design project.

22 **CSI**
Construction Specification News.

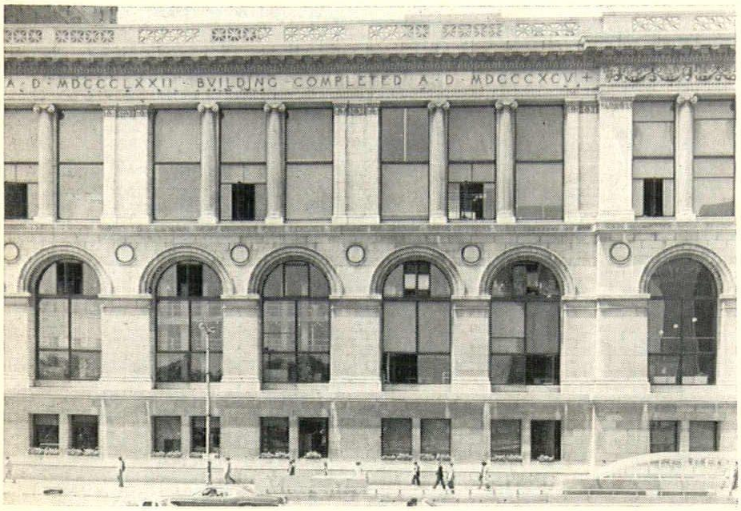
23 **News Notes**
The University Extension, The University of Wisconsin Department of Engineering, Madison offers a variety of refresher courses, and other interesting news items.

Wisconsin Architect is published monthly with the exception of July and August which is a combined issue.

Controlled Circulation
Postage . . . Paid at Milwaukee, Wis.

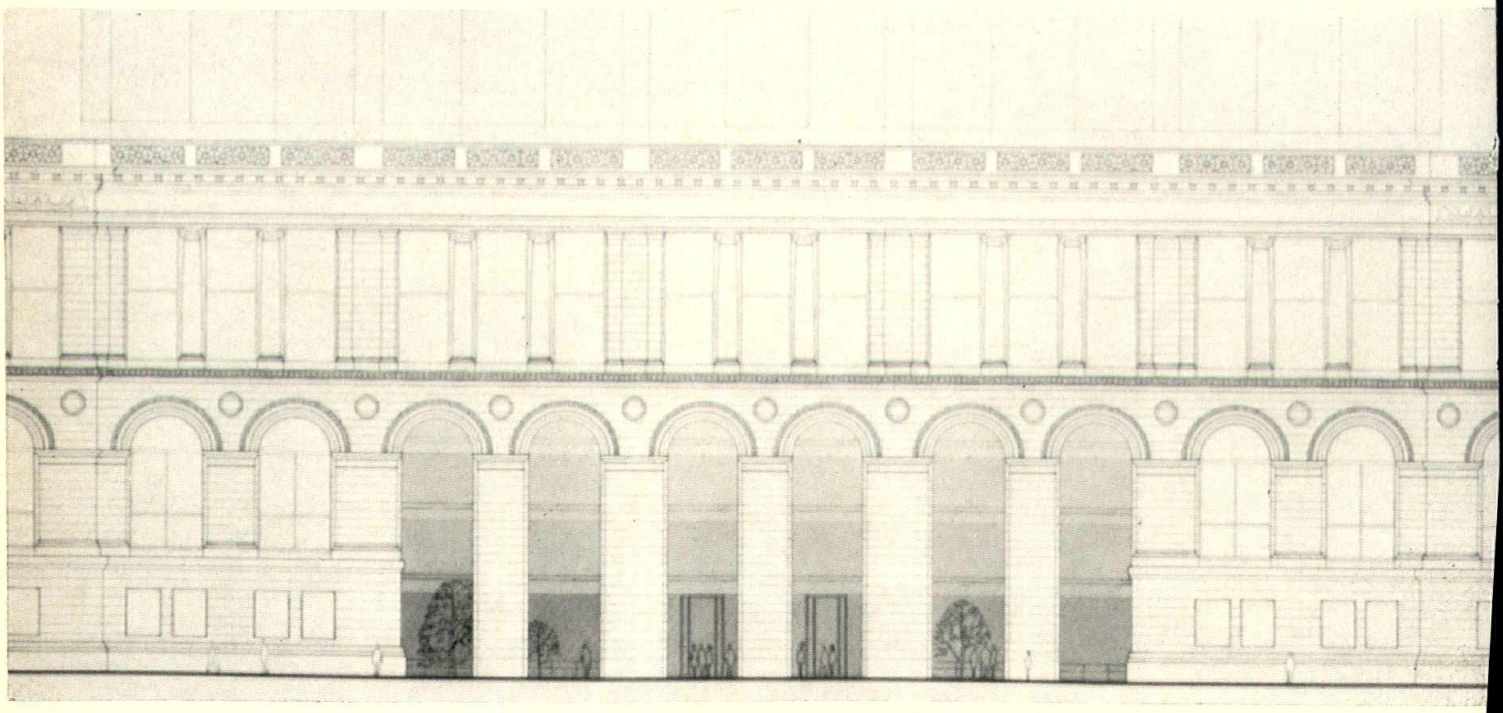
National Competition Winners

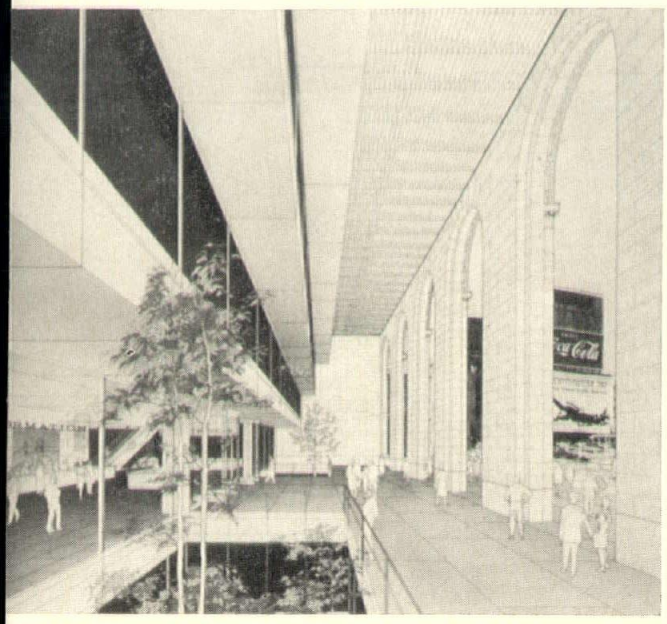
Wisconsin Architects Sample, Potter and Purcell Win Nation-wide Architectural Competition



To win a nation-wide architectural competition and to have one's design chosen from an original field of 200 entrants, is a great honor indeed. Madison Architects Ross T. Potter and Nathaniel W. Sample, partners in the firm of Sample and Potter and Mark T. Purcell, partner in the firm of Siberz, Purcell and Cuthbert Associated Architects, recently won such an honor with their combined entry for the renovation and expansion of the controversial 74 year old Chicago Public Central Library Building.

To win this national competition is a singular achievement for Messrs. Sample, Potter and Purcell who spent two months of intensive research and drawing on their submission. To have developed what their peers found the best possible solution for this complicated and difficult project must be of great satisfaction to them. B beyond the endorsement of talent, experience and capability these gentlemen received, their achievement al reflects the fact that Wisconsin harbors architectural talents equal to any. A fact that seems all too readily ignored in this state when one considers all the large pub and private projects in Wisconsin that have recently beer awarded to out-of-state architectural firms, especially from Chicago — the competition was in their very midst.





On the danger of striking a chauvinistic chord, we feel nd are happy to say, that winning the national competition r the Chicago Public Central Library Building, Messrs. ample, Potter and Purcell certainly tipped the scale mewhat more to proportion in favor of local talent. n the danger of repeating ourselves, it is only devoutly be wished, that the community will sit up and take tice of the talent here in our state.

A nation-wide competition is a rather infrequent event. Although it seems to many architects the best way of searching for the best possible design solution for a project, many clients consider this method too cumbersome and others find it too difficult to administer.

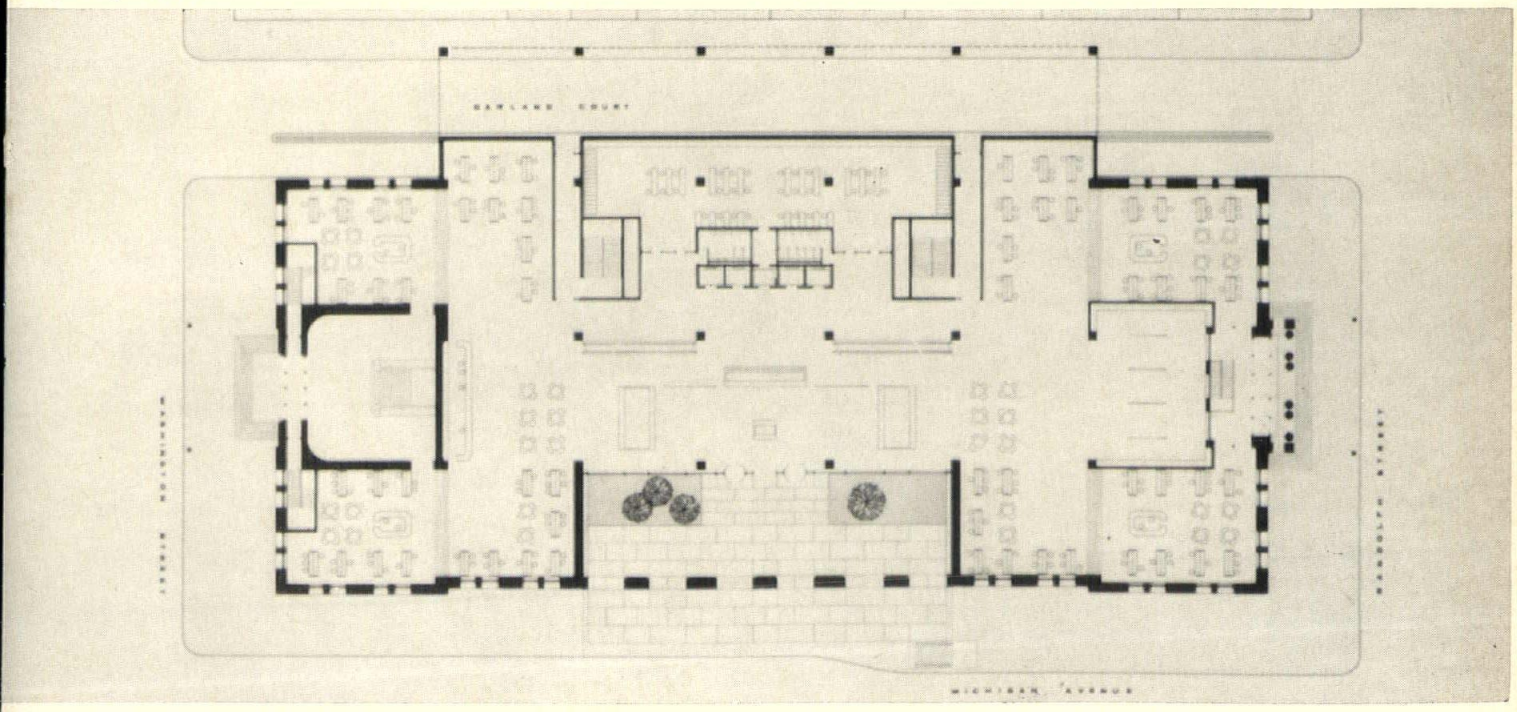
The Chicago Library Board found this method just suitable for the very difficult situation regarding the Public Library Central Building. The building was the subject of a long, vocal and sometimes heated controversy. There were those, policymakers, executives and managers who considered it obsolete and predicted its doom, and then there were those who wanted to save it. Those who wanted to save it, acknowledged its gross inadequacy from the standpoint of modern library service, but they were also quick to stress the building's history, character, its priceless riches and its grand manner.

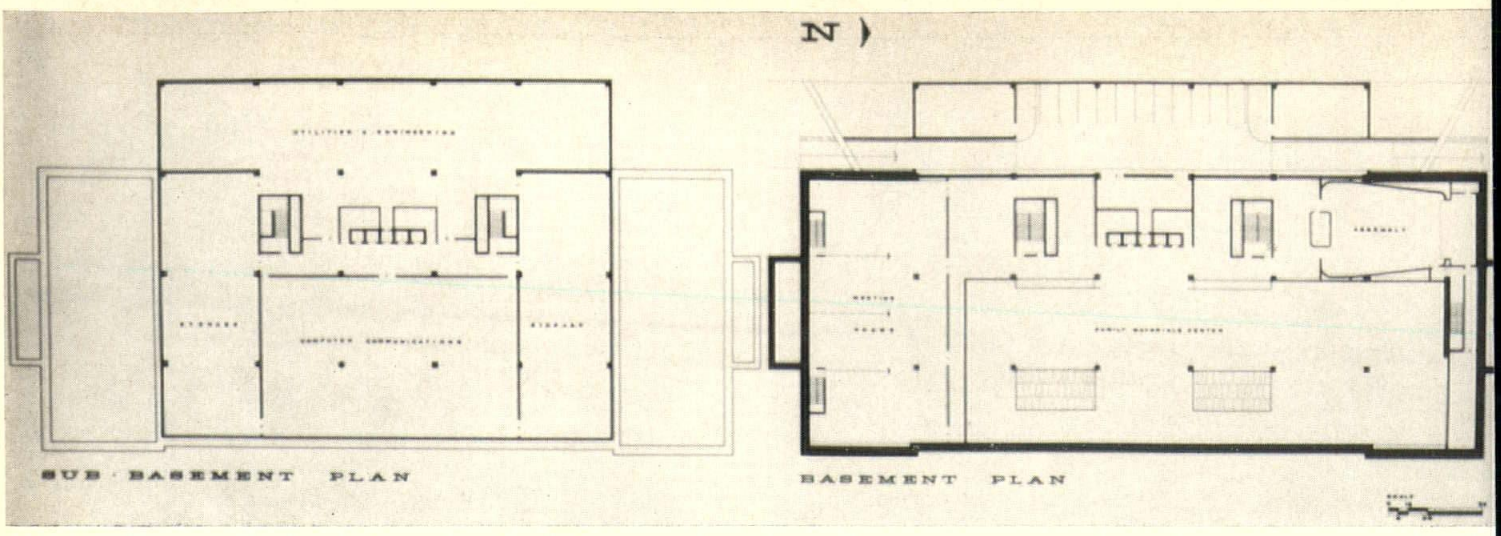
The Chicago Library Board, faced with the unfortunate and all too common dilemma of today, namely what to do with a meaningful older building to make it serve the present, accepted the proposal of a nation-wide competition made by several members of the Chicago Chapter, A.I.A., and the chairman of the Chicago Lankmarks Commission.

The program for a two-stage competition for an addition and renovation of the Central Library Building was available to all members of The American Institute of Architects in the United States. Charles H. Dornbush, FAIA, was the professional adviser for this competition.

Judges for the competition were three architects, Ambrose M. Richardson, FAIA, George E. Danforth, FAIA, and Martin L. Beck, FAIA, and two librarians, Robert H. Rohlf and Ralph A. Ulvenig.

irst floor plan below

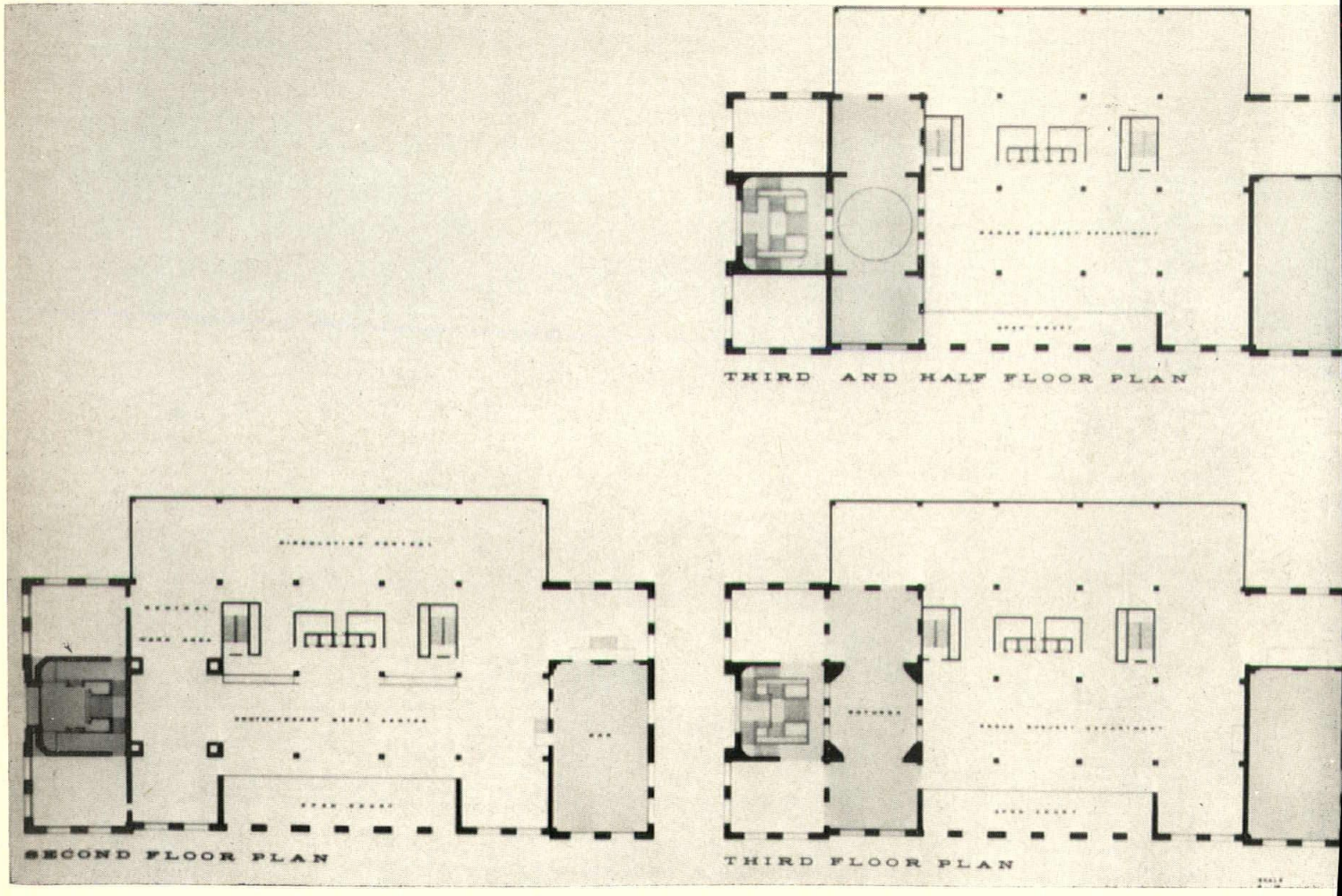




Two hundred prominent architectural firms throughout the United States originally entered the competition, eight submissions were selected as finalists in the first stage and of these eight, the combined firms of Siberz, Purcell and Cuthbert and Sample and Potter were selected the winner of this competition.

The two firms will share the $20,000 cash prize which will be applied to the total architectural fee if the Chicago Library Board decides to proceed with the proposed $28,180,000 renovation and addition that would expand the library's floor space from 190,000 to 480,000 sq. ft.

The seven candidates who participated in the second stage of the competition were Joseph Burnett, Chicago; Ralph Olson and John A. Arnold, Jr., Chicago; Perkins an Will Partnership, Chicago; Thomas K. Ross and T. Leo Dawsey, Jr., Houston, Texas; James J. Sficos, Chicago, an Shepley, Bulfinch, Richardson and Abott of Boston, the firm which originally designed the Central Library in 189



ll second stage candidates received a $2,500 cash prize.

The design scheme of Sample, Potter and Purcell saves ost of the facade of the old library along with the grand aircase, the reading room, the Grand Army of the epublic room and most of the mosaics.

The plan calls for remodeling of the first three floors of e library on the Michigan side to create an open arcade ree stories high and 40 feet deep; the complete remodeling all other features in the existing library building; the imination of the present entrances on Randolph and ashington Streets, replacing them with a single grand ntrance from the arcade on Michigan; and the construction an eight-level library addition in the airspace above arland Court. The new addition is to be tiered and would ave a two-story area above Garland Court open to traffiic. he new addition would be glass-walled on the Michigan de so as not to dominate the existing building.

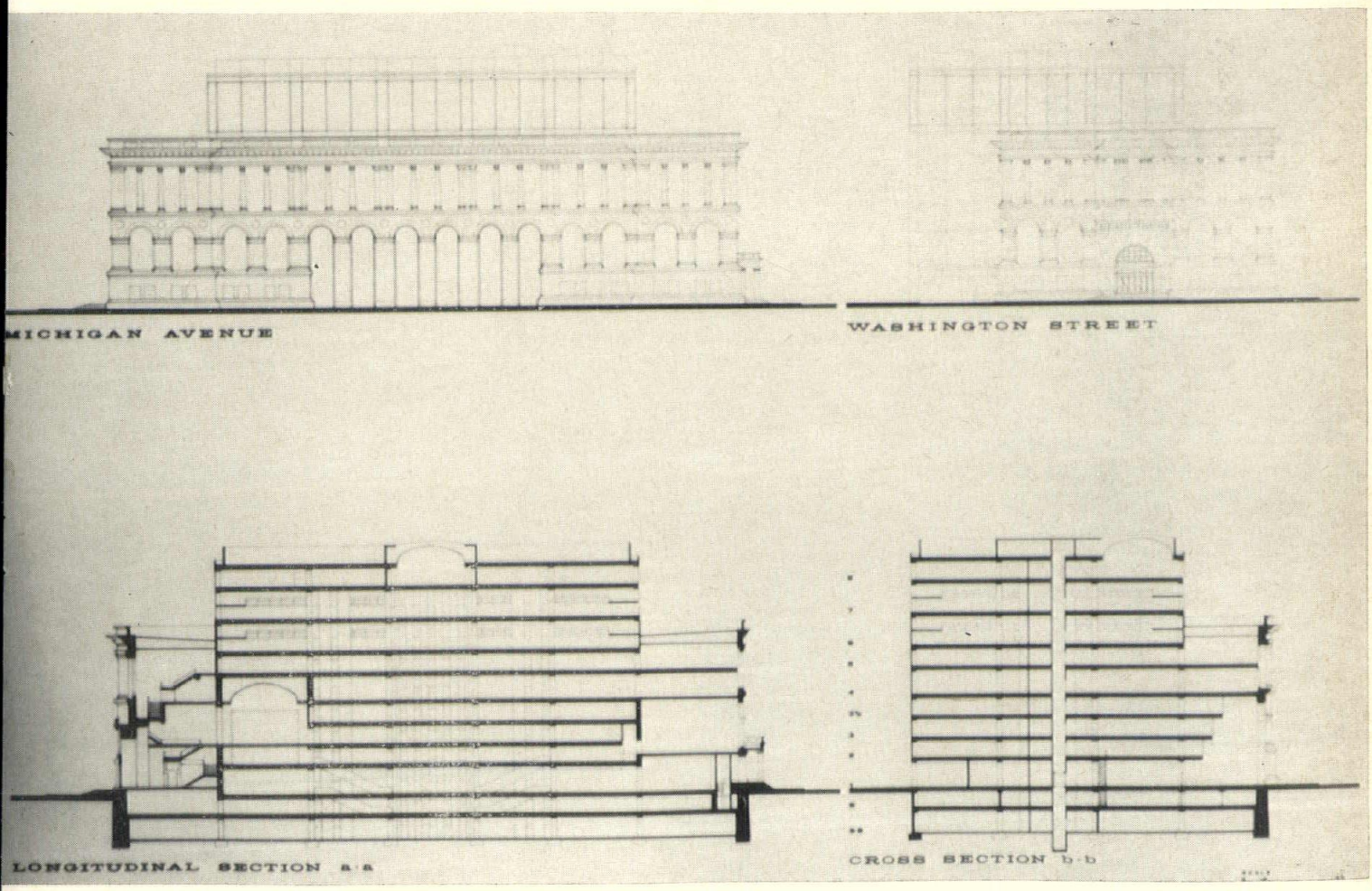
Ralph G. Newman, president of the Library's Board, raised the plan as a realistic compromise, but pointed ut, that confirmation of the commission to proceed with the uilding must be confirmed by the Chicago City Council. esides the needed funds for the project, the Library Board ust also negotiate for air rights over Garland Court.

The jury of the competition commented: "The solution showed an unusual sensitivity to the architecture of the existing building. A very ingenious treatment of the Michigan Avenue entrance lends dignity, importance and scale to the existing structure. The use of open light courts in the entrance arcade provide psychological lift for a highly used basement area. The planning is clear and flexible with studied circulation and work patterns, and the new structure is modest and unobtrusive. The submission displayed an exceptional amount of care and taste, and the winning architect should be especially commended for his attempt to solve a most difficult problem in a very imaginative and dignified manner."

To add to the accolades of the jury is impossible. Mr. Potter, Mr. Sample and Mr. Purcell must be very pleased with the praise their work received from everyone, and one easily suspects that they would like nothing better than the decision of the Library Board to proceed immediately with the construction of the project as they envision it.

If our grapevine in Chicago reads the rumors right, that should not be very far in the future.

Allo Brich



Orchids & Onions 1970

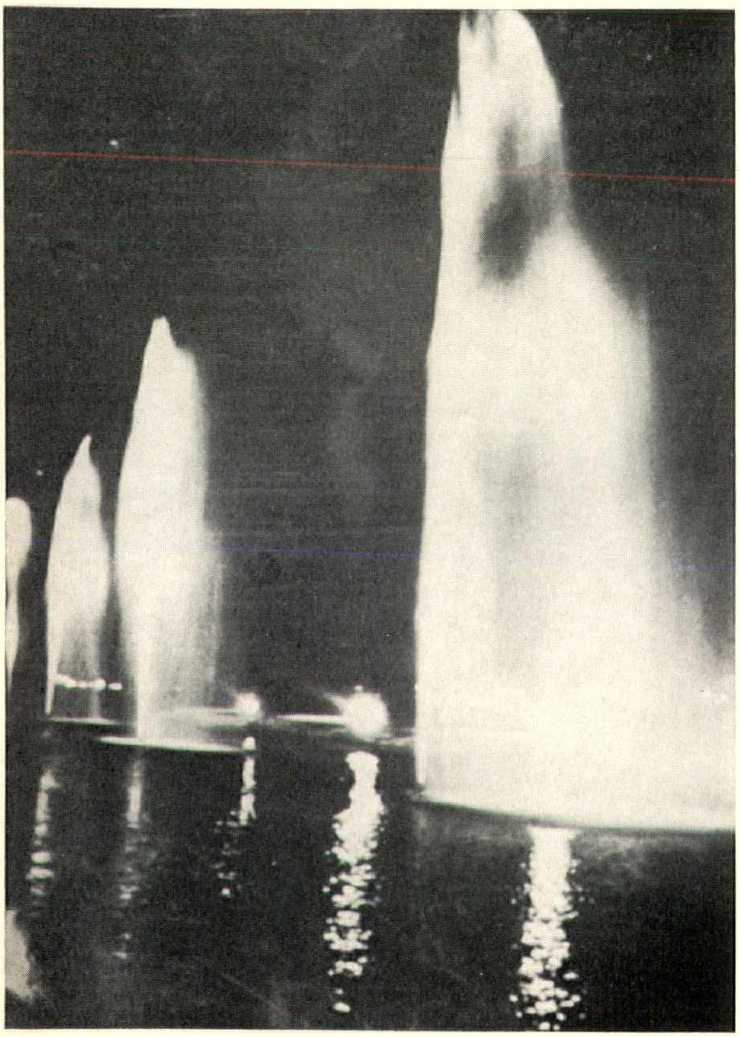
By Jill Dean

When Capital Community Citizens, an environmental action group based in Dane County, first conceived its Orchids and Onions Awards (a sort of beauty-and-the-beast contest) in 1968, the group wanted to make people aware of their environment by calling attention to the best and the worst aspects of life in Dane County. As member David Mollenhoff puts it, "We in CCC believe one of the best ways to maintain and enhance the quality of our physical environment is simply to make people more conscious of it. Toward that end, we solicited nomination from the public for those things which detract from our environment (onions) and those which preserve and improve it (orchids)."

The members didn't claim to be final arbiters of beauty, but they felt they could play a unique role as a clearing house of community values and community concern about the environment. The flood of nominations they received that first year proved that Madison-area citizens were already aware of their environment and were delighted to have an opportunity to express their opinions about it. And express they have. This year, the group got a taste o its own medicine when it was nominated for an onion itse

Since that first program, both CCC and the Orchids an Onions Awards have become so well known that it's an

Orchids



3)

1) Century House. Mr. and Mrs. Max Howell, owners; Stewa Gallaher, architect.

2) Madison Real Estate Investment Trust. Harry Kruege architect. For renovation of an historic building in downtou Madison.

3) Dane County Fairgrounds Committee, Dane County Natur Beauty Council. For beautification of Expo Park and oth county parks.

4) Lake Protection Program, Mr. Donald Theobald and th department of Engineering for preventing silt from enterin lakes and marshes.

5) Limiting the number of service stations; Madison may we be the only city in this country that places a limit on th number of service stations within a ⅜s mile and a fourths if is in a regional shopping center. Cited were Alderman Rol who introduced the resolution, the Planning Commission fo endorsing it and the Common Council for enacting it into lau

6) Lake Mendota Pilot Pollution Project, gears federal func to farmers who make investments in manure handling facilitie

7) Bank of Middleton for landscaping its parking lot.

8) Herschleders Furs for the decision not to sell furs of an mals like the leopard or cheetah who are fast disappearing an threatened with extinction.

9) Ansul Research Center, H. A. Dega, Landscape Architec Potter, Dawson, Findlay & Pawlowsky, Arcihtects for preser ing the 25 acres in nearly natural condition serving as a mi arboretum.

10) Department of Public Works for leadership in the field o solid waste disposal and recycling of newspapers.

11) Marquette Neighborhood Association for their demonstra tion of effective citizen action.

12) Household Action Committee for the brochure for E. Da telling householders comprehensively and attractively what the can do.

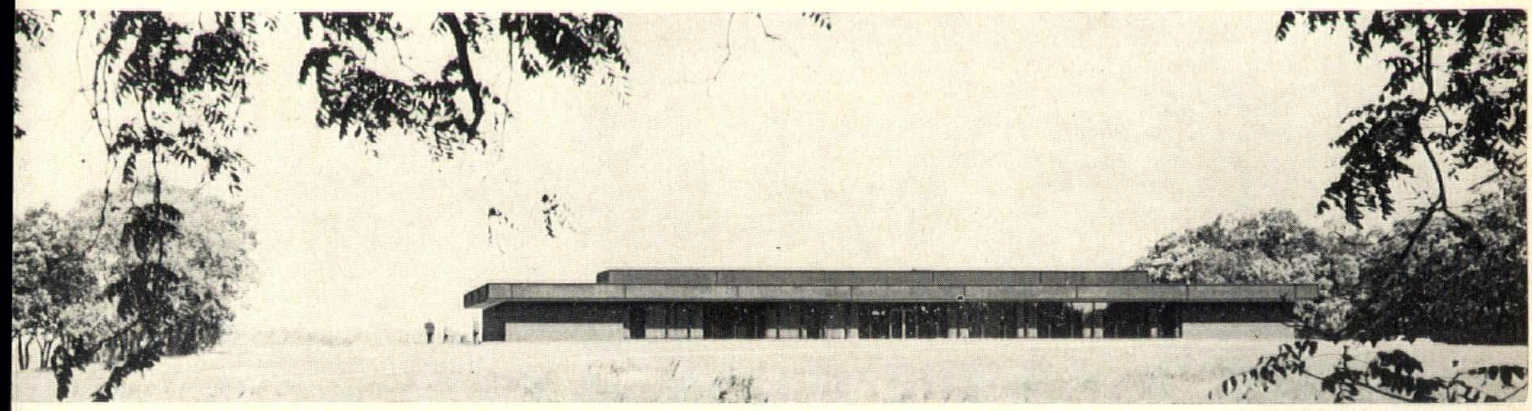
13) Can-Ban Ordinance introduced by Alderman Ashman un derlining the grave need to reduce the growing volume o rubbish.

14) Bicycle Riders for avoiding the number one air pollute the car and reducing traffic congestions.

sult to call something an onion in Dane County — much the dismay of area onion growers. The awards have ptured the imagination of National publications as well s local citizens, and this year, *Life* magazine covered e presentations.

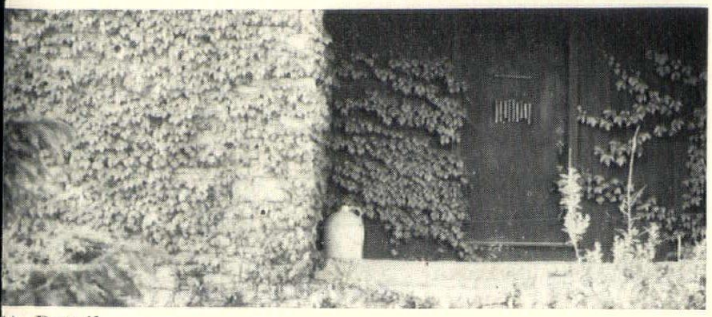
As might be expected, orchid winners aren't shy about cepting their awards. In fact, when the beautification ans for Expo Park at the Dane County Coliseum won an chid, HUD representative Edward Berry came all the ay from Washington to receive his department's share of e honor. Less predictable, aside from one disgruntled winner" who threatened a lawsuit, has been the raciousness of most onion recipients and the willingness many, like Oscar Mayer and Burger Chef, to improve nion-winning conditions. The response of the University Wisconsin Board of Regents to their onion designation is year was typical. "It was with mixed emotions that I eceived your letter of June 24 nominating the Board of Regents for the Onion," wrote Regent President Bernard Zeigler. "I am always pleased when voluntary citizens groups are concerned with problems of environment, together with economic and social problems of the central city. . . . We therefore accept the Onion award as an expression of your concern for our environmental problems. We feel, however, that our record of accomplishment is evidence of good faith and equal concern."

CCC's 1970 awards luncheon was held in Madison on June 30, and citations were presented in a broad range of categories, from growth, water resources, and waste management, to street-scapes, citizen action, and new construction. In many cases, the awards highlighted contrasts. Bicyclists received orchid applause for their contribution to clean air, whereas Oscar Mayer garnered an onion as one of Madison's major air polluters. The K-Mart parking lots received bushels of onions for their unrelieved acres of asphalt, but the Bank of Middleton



)

)



) Detail

10)

earned an orchid for a handsomely landscaped lot.

Madison-area citizens took a hard look at architecture and urban design, too, and didn't see many encouraging developments. In a significant action, CCC tagged the Madison Home Builders Association "Parade of Homes" with an onion "for concentrating on annual fashions and architectural gimmickry, and for failure to show leadership in imaginative use of materials and in responsible use of the land." The group challenged the builders to unify total projects rather than assembling individual homes utterly unrelated to one another or their sites, and to provide townhouses and cluster developments as an open-space-saving alternative to single family units. Undaunted by the opinions of the selection committee, which included an architect, Lloyd Gerretson, executive of the builders group, said, "We can't help it if what people want in their homes doesn't conform to what an architect thinks is esthetically beautiful. We build what people want."

An individual builder, Wick Building Corporation, fare no better at the hands of CCC. The company was scored for removing ground cover at a development site and allowing excessive amounts of silt to flow into Lake Mendota. In contrast to the architecture represented by the Parade of Homes and Wick's poor land care, the Ansul Research Center received an orchid for a handsome new building that blends with outstanding landscaping which preserves natural plant communities.

Old buildings received an equal amount of attention. One of the biggest onions of the day went to Burger Chef, a subsidiary of Pillsbury, for razing Mapleside, one of Madison's most attractive historic homes, in order to construct yet another ticky-tacky hamburger stand. Just a few blocks away stands the Century House, an example of truly enlightened use of an historic structure. The

Onions

1) Oscar Mayer for inadequate air pollution policies and equipment.

2) Board of Regents of the University of Wisconsin for its policies permitting the student population in Madison to double in just ten years causing severe environmental, economic and social pressures in Madison.

3) The State Highway Commission for the expansion of the south Beltline and the elimination of 30 arboretum pine trees.

4) Dane County Zoning Committee and the Town of Middleton for permitting unattractive and undesirable environment through lack of adequate planning and municipal services.

5) Capitol Times for its unattractive offices.

6) Parade of Homes for claiming unjustifiedly of providing Madison with its most beautiful and imaginative homes.

7) Burger King for replacing Mapleside, one of the ever dwindling number of historic buildings with another hamburger stand.

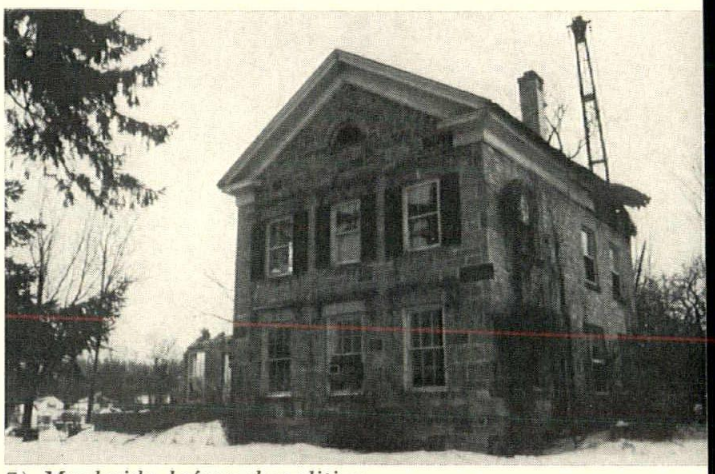
8) K Mart for their outstanding insensitivity to Madisonians' expressed desire for landscaping parking lots of the two local K Marts.

9) Village of Westport for contributing to the decline of the water quality of Lake Mendota through zoning the wetlands area between Yahara River and Westport for apartment construction.

10) Hanson Sign Co. for their aggressive expansion program contrary to the visual beautification efforts of so many individuals, groups, businesses and government agencies.

11) Wick Building Corporation for its generous contribution of silt to Lake Mendota.

12) Irresponsible care of the land award went to H. R. Hannes for creating an eyesore and hazard for young children on the hillside north of the Big Boy Car Wash at the corner of Monona and Femrite Drives.



7) Mapleside before demolition

7) Mapleside during demolition

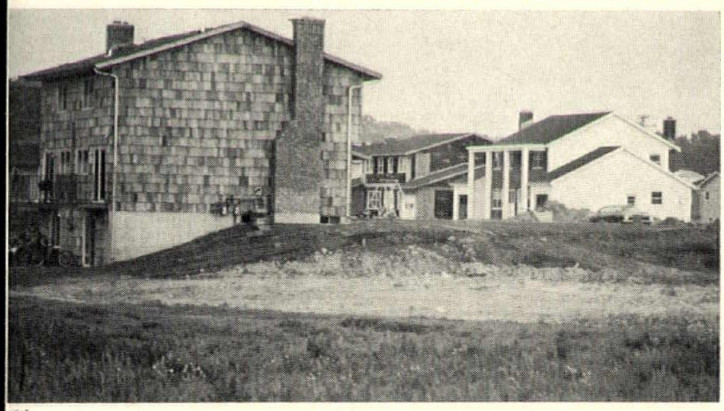
7) Burger-King

person who nominated Century House for its orchid praised its exquisitely landscaped parking lot (complete with wildflowers, shrubs, and trees), its tasteful addition to the original structure, and its small, hand-lettered sign (proving that gaudy neon isn't the only answer to advertising).

Century House's parking lot and sign contrast with the products of another two onion winners — K-Mart and the Hansen Advertising Company. Hansen earned an onion for its "highly effective and aggressive community uglification program." Despairing over the honky-tonk atmosphere of commercial districts, CCC decried the visual desecration of the streetscape by proliferating signs and billboards. The group applauded Vermont and Hawaii, states which have banished billboards from their highways and called for similar action in Wisconsin. Parking lots, too, frequently contribute to visual blight, and K-Mart collected its onion for "outstanding insensitivity to the expressed desire of Madisonians for landscaped parking lots." K-Mart lots were under construction at the time Madison's Common Council passed an ordinance requiring landscaping in all new parking lots, but since the measure wasn't retroactive, K-Mart management declined to include it. In making the award, CCC stated, "Their refusal makes us all wonder whether the voluntary approach to such matters so strenuously preferred by the business community is in fact a viable arrangement."

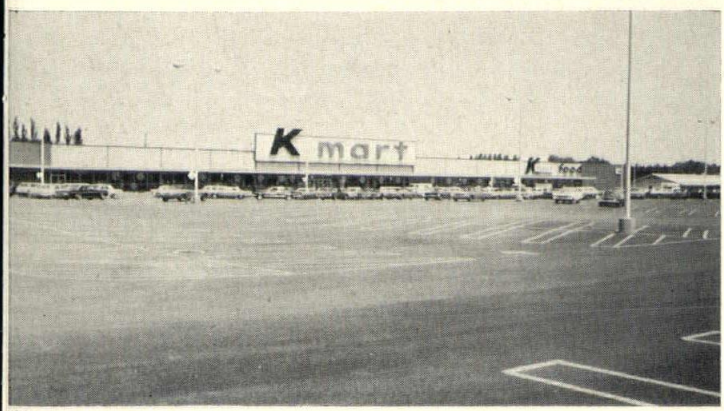
"I always thought people wanted good customer service, not trees in the parking lot," replied a K-Mart spokesman, apparently oblivious to the possibility of providing both.

If the 1970 nominations are any indication, Dane County residents are going to go right on demanding the best. And CCC is going to go right on giving its awards until the only onions in Dane County are growing on the farms.



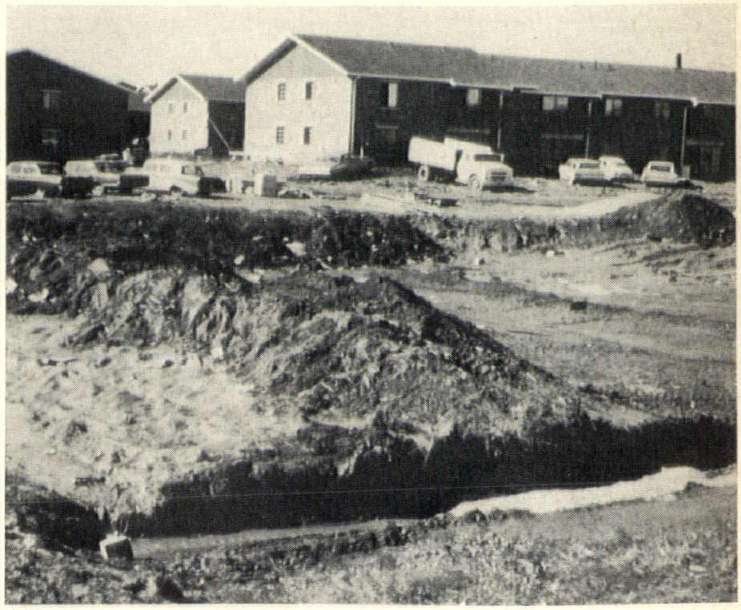
6)

6)



8)

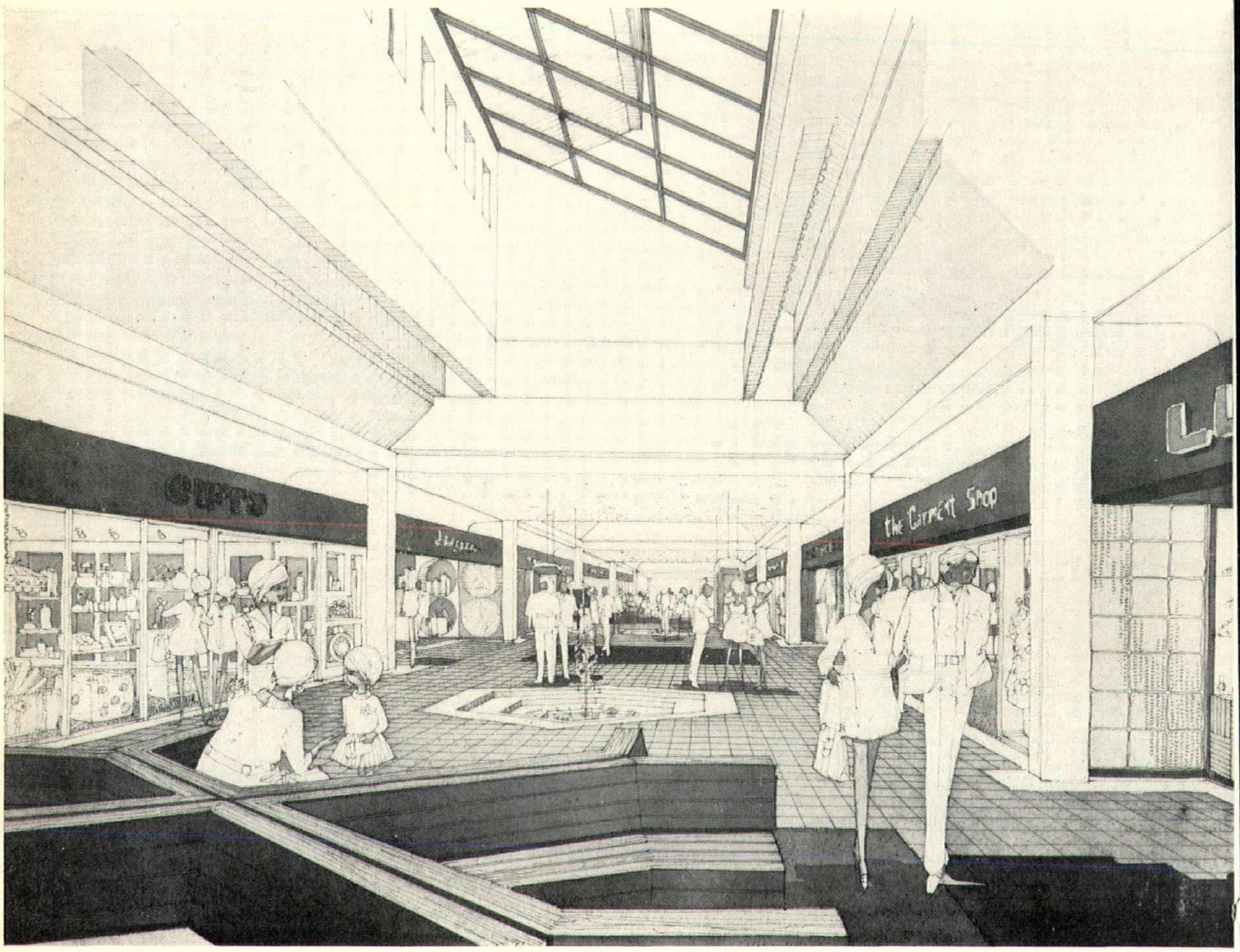
10)



11)

Oshkosh Park Plaza

A Shopping Center Downtown



Downtown Oshkosh, like downtown anywhere, was slipping until the Miles Kimball Co., a firm that does a multimillion-dollar mail order business, owns the radio stations WNAM, Neenah and WMKC (FM) Oshkosh and, until recently, published *The Paper*, a morning newspaper, started in October, 1967, came to its rescue by the creation of a shopping center in the town's central business district.

For the masterplan of this $16,000,000 project, an 18-acre megastructure, Miles Kimball sought the services of the architectural firm of Welton Becket and Associates of Los Angeles. Their responsibility includes major shopping centers in New Jersey, San Francisco, New York, Los Angeles and smaller towns in California.

Park Plaza borders on the Fox River, Pearl Avenue and Division, Jackson and Commerce Streets at the southern end of Oshkosh's main business district and a short block from the city's busiest thoroughfare, Main Street.

Although privately owned, the creation of Park Plaza encountered all the familiar problems of urban land assembly. Three railroads were involved in such matters as trackage, team tracks and a station. All agreed to relocate and give the project their blessing.

Principal power lines of Wisconsin Public Service Corporation crossed the site. The utility put up 125 foot steel masts at its own expense to provide clearance and to greatly improve the looks of things. The State Highway Division gave top priority to replacing the worn-out drawbridge across the Fox River on Main Street, a principal feeder of the downtown shopping area.

The Miles Kimball Co. consolidated the 18-acres of land by purchasing the various parcels from the site's former

occupants, built new buildings elsewhere in Oshkosh for several companies displaced by the project, and financed the relocation of one segment of new tracks.

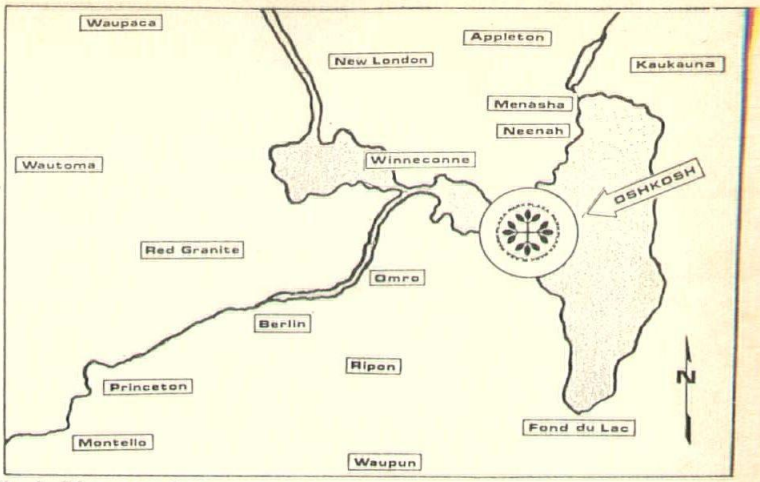
Park Plaza's first phase features a 100,000 sq. ft. Prange department store, a 103,000 sq. ft. Sears store, a 20,000 sq. ft. Kohl's Food Store, and a small restaurant. Both of the department stores have two merchandising levels with a provision for an additional third floor for Prange's when needed.

An 88 ft. long, L-shaped shopping mall, topped by a two-level parking structure, designated Sky level I and II — which drops to one level on the Fox River side, will unify the three buildings. A three-level parking structure, located on the shoreline, will interrelate with the sky levels.

Nearly 50 stores with more than 165,000 sq. ft. floor space open off the climate-controlled main mall and two smaller malls. A restaurant with a high sculptured roof will be situated between the mall and the river.

A ground level mall was required to integrate with downtown pedestrian traffic, but soil conditions near the river prevented the building of underground parking structures. As a result the parking garage is placed above the mall, an unusual concept that solves the problem quite well.

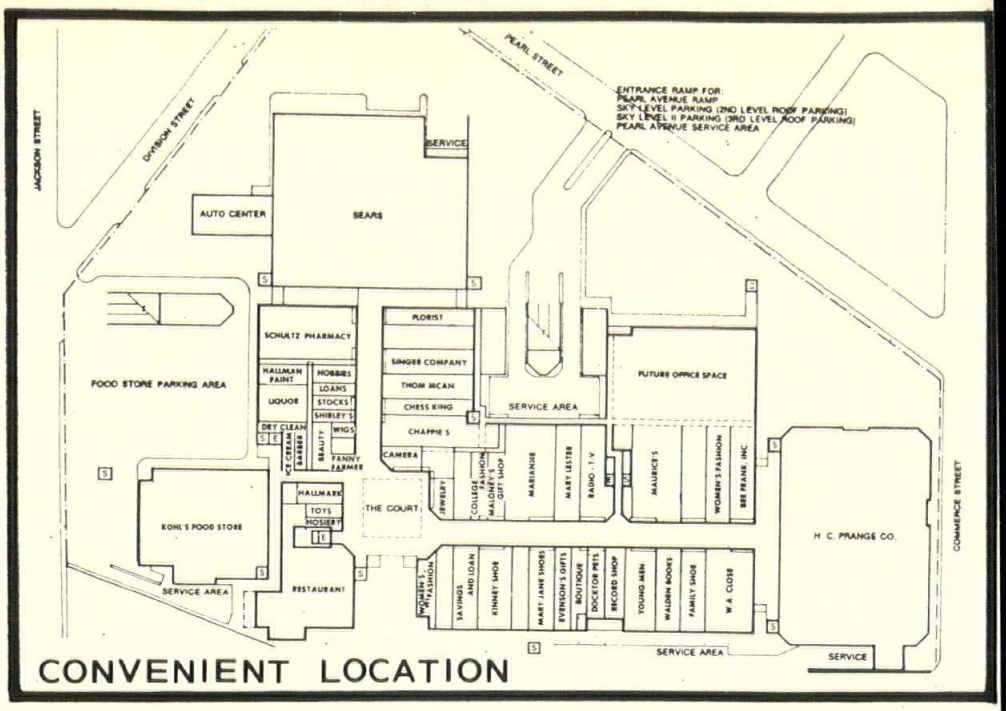
The second phase of construction will include an elevated motor hotel with nearly 100 units; an 800-seat motion picture theater, set on a promenade slightly above the river and a seven-story bank-office tower.



Park Plaza trade area map

To create a community social and leisure center on the shoreline, future plans also call for an outdoor ice skating rink, convertible into a dining area, reflecting pool, or flower garden when weather permits, between the restaurant and the theater.

The retail activity of Park Plaza revolves around a grand, seven-story, glass enclosed Court, situated at the junction of the mall's two main wings. The Court rises past the two sky levels of parking and five levels of glazed horizontal panels. The Court roof forms a series of clerestories as it drops to the fourth level at its northeast corner.



The architects chose basic neutral materials and tones for the mall's ceilings and walls with bright colors below the skylights, contrasting light reflections and contributing to a cheerful shopping environment. To accentuate spaces in the malls, quiet reflective pools were used.

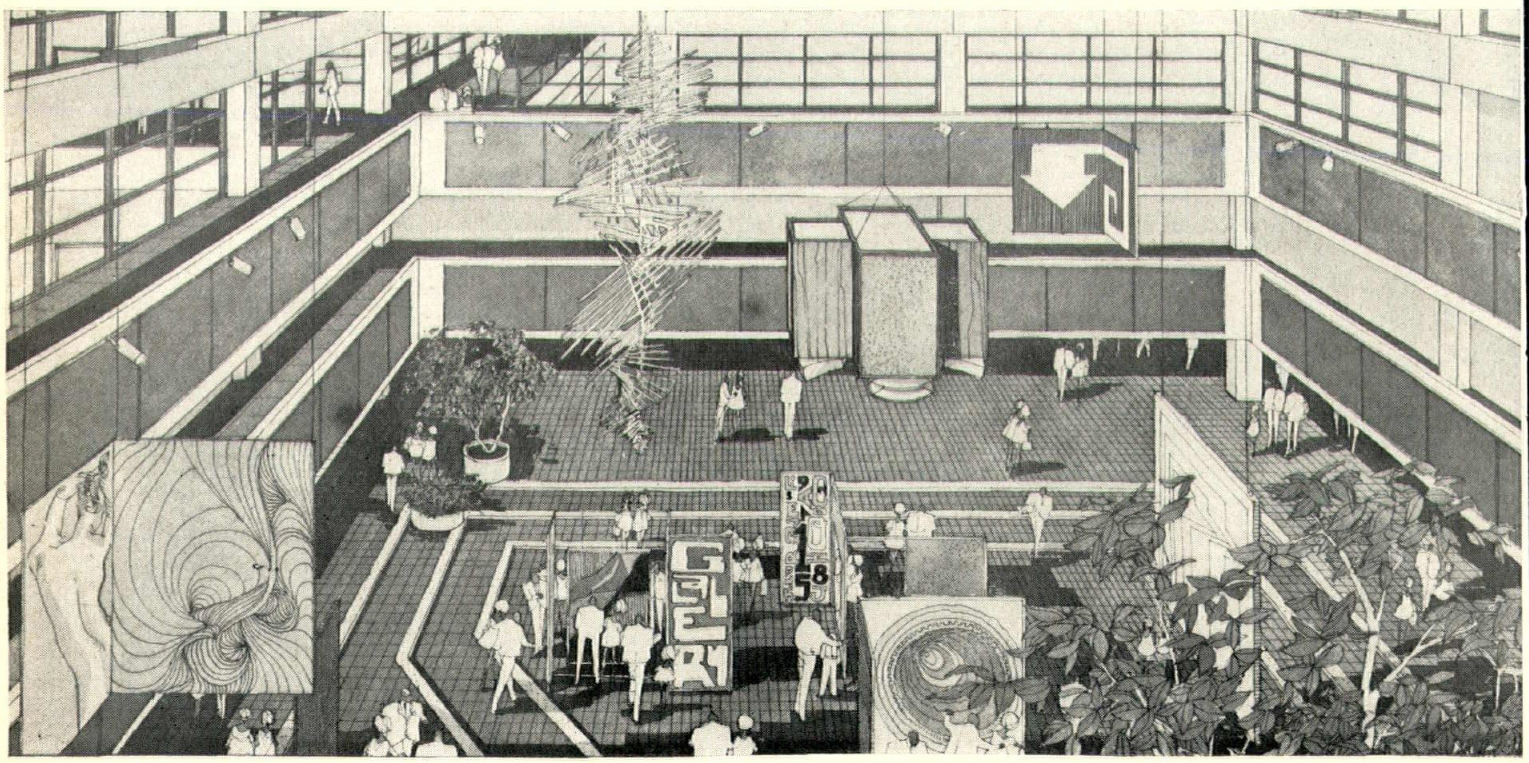
The Park Plaza buildings have basically a precast, prestressed concrete joist and girder structural system with cast-in-place columns, floors and roofs. The concrete is formed and treated for exposure of aggregate, color, texture and pattern.

Stairs in the skylight modules take visitors from the second to the first Sky level while elevators and stairways adjoining the Court serve all three levels.

Park Plaza was originally scheduled to open with an array of festivities in the latter part of August. But as can be expected with a large and complex project, official opening had to be rescheduled and a date later in September might be more realistic.

While Park Plaza definitely is a business venture and designed to make a profit, it will enlarge the tax base through improvement of downtown Oshkosh for one, it will stimulate retail sales, create new jobs and will be of benefit to the entire community.

Besides being a daring enterprise, supposedly the first shopping center in a downtown location in the United States, Park Plaza may well encourage further extensive rebuilding and modernization of Oshkosh.



waf

By Dorothy Schweitzer, Executive Secretary

Bogner Gift to UWM Library for SOA

Sixty-one volumes on Architecture were contributed this summer to the UWM Library for the School of Architecture by Harry Bogner, AIA, from his private collection in his interesting home in Oconomowoc. As Richard Loreck, Assistant Director for Collection Development of the UWM Library, described his appreciation, "All volumes are of quality and architectural interest, what one would consider 'a working library,' a truly fine collection."

Of unique interest is a special collection of Frank Lloyd Wright books, between whose leaves were many clippings, some of the material pertaining to the AIA honor, the Gold Medal, Mr. Wright received which, some may recall, was a controversial matter not fully appreciated by the master. All the memorabilia was carefully enclosed in pockets the Library pasted into each volume. Of course, every book contributed by Mr. Bogner received the Foundation's Book Plate bearing his name as donor and the date.

In acknowledgment of his gift, Mr. Bogner received a letter from Mark M. Gormley, Director of Libraries, expressing appreciation and gratitude, also advising the value of the collection to the Library to be used for income tax purpose. After Mr. Gormley advised the Regents, their appreciation on behalf of the University was conveyed to Mr. Bogner.

Those in the profession who know Mr. Bogner well will not be surprised to hear this fillip. The books were called for by UWM Library truck on a very hot day. The students making the pickup were invited by Mr. Bogner to take a swim, with proper garb readily provided.

To The Reluctant, To The Putter-Offers:

Look back on the years you spent in preparation to become an architect. Didn't it irk, even anger you at times that you had to go out-of-state to get your education; that it meant paying a higher tuition than in-state students had to pay; that you also had the expense of travel, and possibly higher cost of living than were you nearer home? But that was all some years ago, wasn't it? Think what the expense would have amounted to in these days!

You will be surprised to know that the UWM cost-of-Living-Index for IN-STATE students estimates that a student living in a dorm or apartment amounts to $2,150 per nine months; resident married student, no children, $4,200, same period. Resident tuition for 1970-71 is $508, up from $450 — tuition is always going higher, everywhere.

Many years ago the Foundation saw the writing on the wall as they tried to help Wisconsin students training in Arcihtecture away from Wisconsin (only to the extent of easing the tuition cost), that tuition and attendant expenses were constantly on the increase. Added to the distressing fact that few of these were returning to Wisconsin, due to abundant job opportunities where they were studying, there was the realization that soon only students of affluence, and probably with additional aid, could afford to study architecture. Who then would fill the professional ranks in the future? How much talent would be stifled because of insurmountable expense?

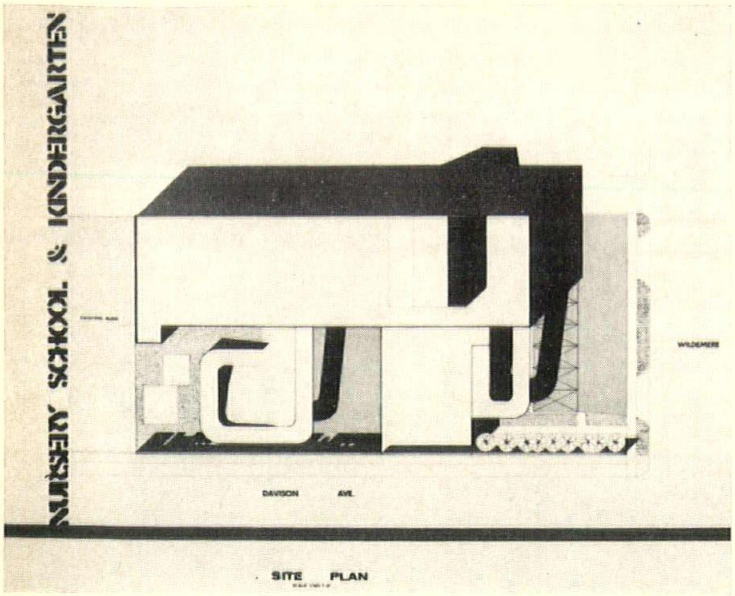
Therefore, it was high time to have a School of Architecture in Wisconsin. The Foundation, assisted by other Chapter members, put in years of hard work, against innumerable obstacles, to bring about the establishment of a School, and you must agree we are fortunate to have the SOA at UWM. To bring about important goal, the Foundation made commitments to UWM, and among those the Foundation has pledged to look for large funds to aid the School in achieving the excellence that has been predicted for it, the money needed over and above that provided in the University's budget.

And so the Foundation is asking you to do an unselfish act — unselfish because from your own experience you know what you and your family had to sacrifice to achieve your professional goal. You will be contributing to the future of a vitally needed School of Architecture, a school which will provide new blood to maintain the proud profession of Architecture in Wisconsin. Remember, your gift is tax deductible, and can be contributed over a period of years.

Whys and Wherefores of the Trust Fund

If one were to examine a periodic report made by the Marine National Exchange Bank of Milwaukee concerning the Wisconsin Architects Foundation Trust Fund, established February, 1970, one would regard it as a comprehensive record of contributions giving a running account of each check and the date received. It shows how the money was invested, in units of $1,000, and the interest accrued to date. The percentage charge for handling the account is minimal. Future disbursement of funds will be made as directed. The Trust Fund can run into perpetuity should such a need develop. All these practical purposes relieve the matter of responsibility of anyone connected with the Foundation. It has the important effect of respect and prestige. Any donor, particularly one considering a large gift, would prefer to give his contribution to the Bank knowing that it will be properly and responsibly administered.

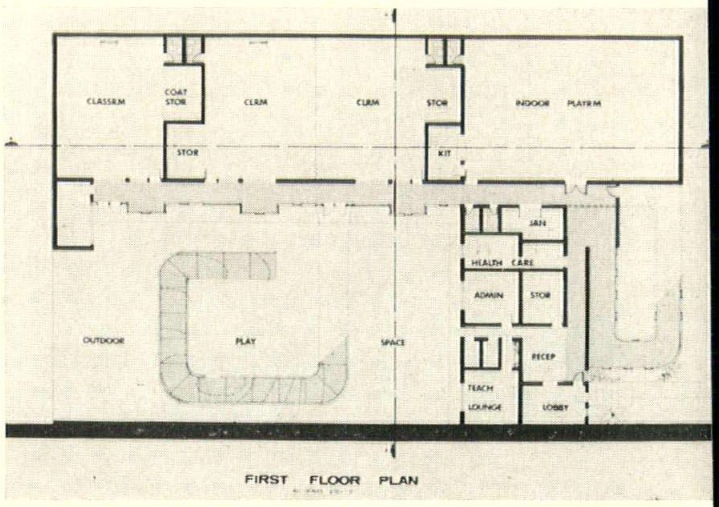
Student's Design Problem

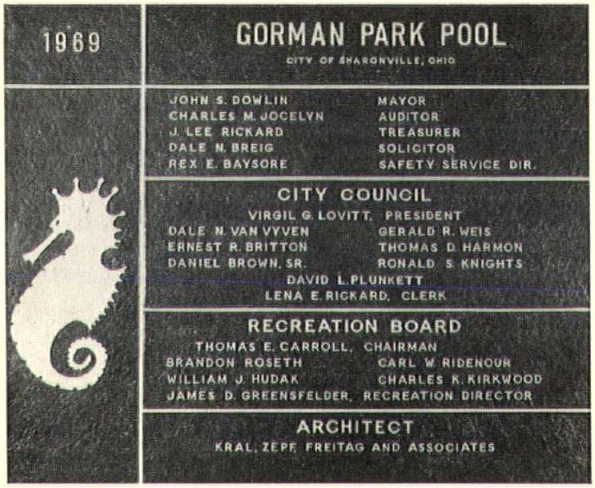


Through an unfortunate delay, a design problem of the final student financed in the Foundation's Tuition Grant Program is published now. Robert DeBruin of Appleton graduated in May from the University of Detroit as reported in the June issue. He was one of the few students who was phased out to graduation after the Grant Program was withdrawn in favor of a future Scholarship Program for the SOA. Mr. DeBruin, as previously noted, graduated Cum Laude, ranking first in his class of 25.

The two photographs reproduced here concern a hypothetical Nursery School and Kindergarten, showing site plan from above and first floor plan of the Nursery School.

Mr. DeBruin reiterated his appreciation as he had previously acknowledged the yearly grants of $400. "I thank the Foundation for all the greatly needed assistance. I hope that someday I will be financially able to contribute to a similar program."





IDENTIFY WITH BRONZE AND ALUMINUM TABLETS

by Newman

Hand-chased, solid bronze. Faithful in design and minute detail, crafted by experts. Write for illustrated catalog and prices.

See Sweets Catalog 17 N/Ne and 3e/New

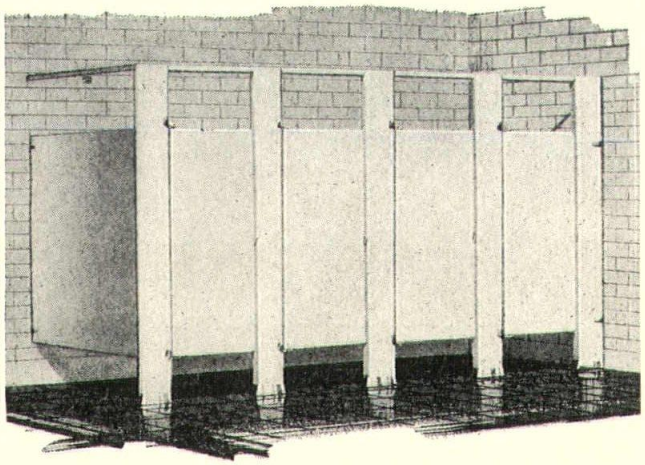
NEWMAN BROTHERS, INC.

5629 Center Hill Av., Cincinnati, Ohio 45216

NEWMAN

BNCO

Metal Toilet Partitions



Delivery from Stock

CONTINENTAL COLUMBUS CORP.

a subsidiary of Biersach & Niedermeyer Co.

CUSTOM METAL FABRICATORS

100 Continental Dr. Columbus, Wis. 53725

Phone 623-2540

PARK PLAZA

When they come up to PARK PLAZA...

they go up with us...

We are very happy and proud that we were chosen to install and maintain all seven elevators that serve Park Plaza.

As an architect, we think you will be interested in knowing that they are all the famous Dover Oildraulic elevators, chosen for their smooth, quiet operation, their consistent performance and complete safety.

As for the public, we're doing our best to see that they never want to find out about us. Through careful planning, design, installation and service we're making sure they never even have to wonder why an elevator isn't there when they want it.

It just will be.

In Wisconsin and Upper Michigan contact . . .

NORTHWESTERN ELEVATOR CO., INC.

2030 W. BENDER RD., MILWAUKEE, WIS. 53209 372-3510 AREA CODE 414
OFFICES IN MADISON, APPLETON, WAUSAU AND MARQUETTE, MICHIGAN

DOVER® Elevators installed and maintained . . .

Proud and Pleased to be Associated with . . .

Giuliani Construction Company 41 West Eighth Ave. Oshkosh, Wis. (414) 233-2222	***General Contractor***
The. E. D. Chase Co. 557 Division St. Oshkosh, Wis. (414) 235-5220	***Roofing***
Central Contracting Corp. 2300 Algoma Blvd. Oshkosh, Wis. (414) 231-1900	***Water Mains, Sanitary Services, and Storm Sewers***
Alfred H. Luedtke, Contractor 1251 Valley Road Rt. 4 Oshkosh, Wis. (414) 235-6672	***General Excavating***
J & M Reinforcing Co. 7530 W. Layton Ave. Milwaukee, Wis. (414) 281-5100	***Reinforcing Steel for Concrete***
E. C. Merrill Inc. 804 Witzel Ave. Oshkosh, Wis. (414) 235-3600	***Plumbing & Heating—Prange's Plumbing & Heating & Fire Protection, Sears***
Andrae Electric Company Home office — 2110 W. Clybourn Milwaukee, Wis. (414) 933-6970	***Electrical Work***
Rice Insulation Inc. 2060 N. 31st St. Milwaukee, Wis. (414) 871-1600	***Distributor-Contractor for Asbestospray sprayed on fiber insulation***
Jim Komorowski 3817 Apple Lane Oshkosh, Wis. (414) 235-5281	***Lathing***

PARK PLAZA, OSHKOSH

Mathwig John & Sons Inc. 45 W. 6th Ave. Oshkosh, Wis. (414) 231-6060	***Special Steel Fabrication***
Klein-Dickert Co. 2010 Dickinson Ave. Oshkosh, Wis. (414) 233-3333	***Entrances and Mall Fronts***
Badger Concrete Co. 437 Marion St. Oshkosh, Wis. (414) 235-9000	***Wall Panels and Architectural Trim Stone***
Syl-Col Lighting Equipment **Sylvania-Columbia** Sylvania-Columbia Box 99 Greendale, Wis. (414) 421-5923	***Lighting Equipment for Pranges and Sears***
Healy Mechanical Contractors 131 N. Broadway DePere, Wis. (414) 336-5650	***Plumbing & Heating***
Wisconsin Wire & Steel 4320 N. 126th St. Brookfield, Wis. (414) 781-4600	***Reinforcing Steel and Mesh***
Eugene F. Shea 532 Pearl Ave. Oshkosh, Wis. (414) 231-4626	***Sand Blasting, Painting and Decorating***
N. J. Schaub & Sons 3502 Cottage Drive Fond du Lac, Wis. (414) 922-1604	***Lathing & Plastering***
Patrick Manion 69 Stoney Beach Road Oshkosh, Wis. (414) 231-0696	***Plastering***

CSI

CSI is the Construction Specification Institute whose membership is composed of a cross section of the construction industry, architects, engineers, contractors, subcontractors, manufacturers, suppliers and representatives from allied industries.

Because of this, chapter activities reflect an unbiased feeling of the entire industry, not just one segment of it. Each individual, through his chapter and Institute, has the unique opportunity to have his views and experiences contribute significantly to the improvement of construction specifications.

The purpose for which CSI was formed, and the business and objects to be carried on and promoted by it are: to foster and promote the interests of persons, firms, groups, associations, corporations and others engaged in any phase of the business of writing, preparing, compiling or in any way utilizing specifications in the construction and allied industries; to promote improved specifications practices in the construction and allied industries; to gather, compile and analyze statistics and information relating to or useful in the conduct of such activities; to engage in research and study of any and all problems and aspects of specification writing; to establish and maintain the institute as a clearinghouse of unbiased technical information on specifications for the fabrication and installation of construction materials and equipment; to promote closer relations and cooperation among its members; to further the common interests and opportunities of its members in any and every lawful manner and to do anything necessary and proper for the accomplishment of the objects and purposes herein set forth or which shall be recognized as proper and lawful objectives and purposes of a business league.

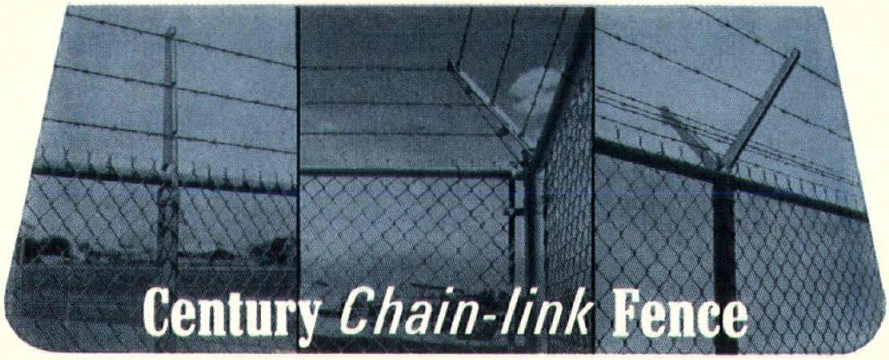
We of the Milwaukee Chapter have much to be proud of in our growth and participation in the industry.

If you would like to learn more about your industry, we welcome you to attend our meeting on Monday, September 28, 1970, at the Holiday Inn, 2611 W. Wisconsin Ave., Milwaukee.

There is a social hour at 6 p.m., dinner at 7 p.m., the business meeting is at 7:30 p.m. and at 8 p.m. the program features Urethane.

Presented by Mobay Chemical Co., learn about urethane formed in th factory or in the field, its applicatio to systems construction, and how t specify it.

Future programs are planned fo Common Legal Problems during Con struction, Fire Insurance Rating Panel Discussion on Hardware an New Code from State Fire Rating o structural materials.



Would be vandals, trespassers and thieves can't top this unclimbable fence. Neither can competition. There's a Century top style for every outdoor storage need: 45° Rampart type, Bulwark "Y" arm as well as other Palisade, Rampart and Bulwark types. And Century can give you the gate for every purpose. All posts and fittings are hot dipped galvanized to withstand the ravages of the elements . . . and *now* . . . all chain link fabric is hot dipped *aluminized* to endure time and weather even years longer. Materials can be purchased separately or completely installed by Century erection crews from your nearby Century office.

SEE THE YELLOW PAGES

Phone for FREE estimate — no obligation

FOR OVER 50 YEARS

Century Fence Company

North 11 W24711 Silvernail Rd., Highway TJ, Waukesha, Wis. 53186

During the late 1940's the Conrad Schmitt Studios was proud to introduce faceted glass to this country.

Because we believe in a commitment not to tradition, but rather to the ever-changing faces of the arts, we are happy once again to introduce a new form of glass . . . glass that is only limited by your imagination.

WINDOWS, SCREENS, SCULPTURES,
FOUNTAINS, DOORS, SKY LIGHTS

Leptal Glass ©

CONRAD SCHMITT STUDIOS

BERNARD O. GRUENKE

1325 SO. 43rd ST., MILWAUKEE

383-2200

newsnotes

University Extension
The University of Wisconsin
Department of Engineering

To be offered by The University of Wisconsin:

LAND DEVELOPMENT—Financing and Taxation for Architects, September 29, 1970.

Financing techniques are changing more rapidly and more dramatically than any other aspect of land development. The many problems associated with lender participation in equities, standby commitments, gap financing, and real estate syndications, will be discussed at this seminar. Requirements imposed by lenders and the role of the developer also will be considered.

The second part of the program is an evaluation of the impact of the Tax Reform Act of 1969 upon land development.

The major topics will include: New rules regarding depreciation recapture; Changes in capital gain alternative tax and changes in treatment of capital losses; Limitations upon deduction of interest by investors; New treatment of tax preference income; Changes in tax benefits accruing to multiple corporations; Tax benefits retained for housing with special emphasis upon FHA programs; More liberal tax averaging provisions; and Limitations on charitable deductions.

Instructors: Dr. Carl J. Tschappat, Chairman, Department of Real Estate and Urban Affairs, Georgia State University. Paul B. Farrell, Jr., mortgage banker in the Detroit office of Sonnenblick-Goldman Corporation, is an attorney, urban planner and graduate architect.

Fee for the one-day course is $45.00.

ARCHITECTURAL REFRESHER — November 5-6-7, 1970.

This series of sessions is designed for personnel in the architectural profession for the purpose of reviewing and updating knowledge in such areas as Structural Design; Building Materials and Construction Methods; Specifications and Contracts; Heating, Plumbing, and Electrical Systems; History of Architecture; Site Planning; and Design. The course is intended especially for persons preparing for the State Board Architectural Examination.

The course is divided into three parts with separate enrollment for each part. Fee for the total course is $50.00; fee for each part separately is $20.00.

ESTHETICS IN PUBLIC WORKS DESIGN — November 9-10, 1970.

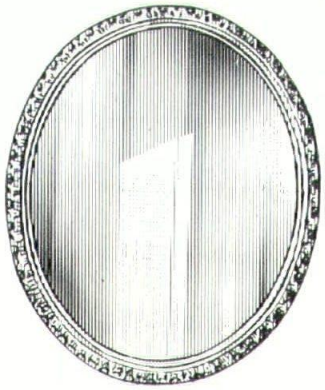
This course will emphasize the importance of the role of public works in enhancing urban esthetics. The sessions will consider the results of public works operations upon urban development; it will deal with concerned citizens' attitudes and with efficient design and planning techniques available to public works personnel.

Fee for the two-day course is $70.00.

THE USE OF SCIENTIFIC INFORMATION IN DESIGN — Principles and Applications. Director: Raymond C. Matulionis, October 8-9, 1970. Fee: $70.00.

The purpose of this seminar is to provide an opportunity for members of the design professions to become familiar with effects of the environment and to point out methods for use of the available scientific information for improvement of the structured space.

LAWSON®
known for quality since 1816



NEW!
WOOD FRAMED
No. 4186

BATHROOM CABINETS
Provide That Decorator Touch

Complete Line of
ACCESSORIES MIRRORS
HEAVY DUTY GRAB BARS

NOVOTNY, INC.
Manufacturers Representative
7850 W. Appleton Ave. — P.O. Box 8348
Milwaukee, Wis. 53225
Phone 464-6510 Write for Catalogue

NOISE POLLUTION OF THE URBAN ENVIRONMENT — Director: Donald E. Baxa, October 19-20, 1970. Fee: $50.00.

Government officials, concerned citizens, architects and engineers who desire definition and potential solutions to noise pollution problems will find this institute of interest. The program will cover principles of acoustics, psychological and physiological effects of noise, internal and external urban noise sources, problems of aircraft noise and sonic booms, and governmental interaction and control.

BUILT-UP ROOFS INSTITUTE — Director: Raymond C. Matulionis, October 22-23, 1970. Fee: $100.00.

This two-day program on built-up roofs — intended for architects, engineers, specification writers, roofing contractors, and manufacturers' representatives — is designed to consider current roofing problems and their solutions.

ARCHITECTURAL REFRESHER — Director: Raymond C. Matulionis, November 5-6-7, 1970. Fee: $50.00.

Designed for personnel in the architectural profession, sessions will review and update knowledge in such areas as Structural Design; Building Materials and Construction Methods; Specifications and Contracts; Heating, Plumbing, and Electrical Systems; History of Architecture; Site Planning; and Design. The course is intended especially for those preparing for their architectural examination.